



bitcci[®] Group AG

WE **REVOLUTIONIZE**
THE SEX INDUSTRY



own a piece of the fast growing **200 Billion** Market

Facts about bitcci Group AG

bitcci has created
50 Billion company shares

2017

Founded in May 2017

7.5 Mio
USD

bitcci has raised more than **7.5 Million USD** with more than **5200 Token holders** in ICO in the beginning of 2022.

30

Team with more than 30 People

The *bitcci group* consists of **3 public stock companies** which are in operation right now. We plan to found **a new company in 2023**

bitcci Group: PUBLIC STOCK COMPANIES

bitcci Group AG
PARENT COMPANY

Dr. Grass-Strasse 12
9490 Vaduz
Liechtenstein
Register-Nr.: FL-0002.050.894-4

bitcci Token AG
TOKENISATION COMPANY

Dr. Grass-Strasse 12
9490 Vaduz
Liechtenstein
Register-Nr.: FL-0002.050.834-5

bitcci AG
IT COMPANY

Gotthardstrasse 26
6300 Zug
Schweiz
Register-Nr.: CHE-357.876.385

bitcci Building AG
(REAL ESTATE COMPANY)

Foundation in
preparation for
2023

Team



Christoph Elbert

FOUNDER & CEO

Christoph Elbert founded bitcci in May 2017 after one year of preparation and has been working full-time for bitcci Group AG since then.



Dany Lütolf

CFO & COMPLIANCE

Dany Lütolf has over 20 years experience in banking, having worked with Credit Suisse Group & Deutsche Bank, among others.



Roger Schneider

HEAD OF PROJECT MANAGEMENT

Roger Schneider has an MBA for general management and was a lecturer for data modeling & business process engineering.

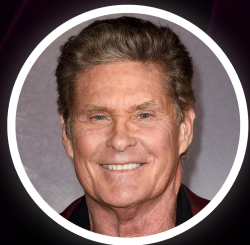
+27 more employees and freelancers



[Click here to see the whole team](#)



CELEBRITIES



David Hasselhoff

Is supporting bitcci

Actor & Singer

[Click here to see the bitcci video message from David Hasselhoff](#)



Cattaleeya Schulze

Miss Thailand Globe

ANCHORWOMAN bitcci.TV ASIA

Our Mission



COMPLIANCE, TRUST AND DECENTRALIZATION

We **regulate, modernize** and **tokenize** the *oldest business of humanity*.

We develop new business areas, introduce innovative technologies and make the industry and all its participants **free** and **safe**.

bitcci **liberates** the sex industry **from conflicts** and **problems** and establishes a new, modern culture of **acceptance, transparency, trust** and **free self-determination**.

bitcci is building up a new, **regulated chain of exclusive Nightclubs** in Hot Spots *all over the world*, **launch Portals, Apps** and **new based payment services** for the next generation Sex Industry.

Problems

GENERAL:

- **Inconsistent government regulations.** *(sexual services are not recognised everywhere as legal and the industry has therefore been pushed into the shadow economy)*

FOR SEX WORKERS:

- Frequent lack of access to advisory services on such issues as social insurance, tax and legal advice, and training programmes.
- In some cases, poor working and living conditions, lack of safety, lack of health, accident-, and pension insurance, lack of mental health services, lack of resources to prevent or treat addiction.
- Inconsistent labour law issues (self-employed v. employed, etc.)
- No or few opportunities for further training in other industries.
- Insufficient options for planning the future

FOR ESTABLISHMENTS:

- Inconsistent permitting with regard to locations, quality, etc. – Lack of safety and quality standards.

Solutions



IMAGE

We will build the bitcci ecosystem and establish sexual services and their consumption as a professional trade and help replace the negative perception and communication in people's minds and in the media with a more positive image. Together with regulatory authorities, we plan to develop transparent, modern and efficient solutions that will eliminate the negative implications of the industry.



SHADOW ECONOMY

To get the sex industry out of the shadow economy and into a position of societal tolerance, we will inspire sex workers with the benefits of participating and registering in the bitcci ecosystem legally and free from any constraints. Solutions as example Government interface to the IT platform „bitcciSystems“ or Transparent accounting systems that are freely accessible to all those involved in the processes (e.g. authorities, sex workers, customers) already in development



HEALTH

The well-being of sex workers associated with bitcci is very important to us and will be ensured by a wide variety of measures. Initial health checks with documentation when entering the bitcci system. 3 health checks on an monthly basis (illnesses, drug consumption, mental health etc.) access to medical care etc.



bitcci ACADEMY

With the “bitcci Academy”, we are establishing a training programme specifically tailored to the needs of sex workers. This will cover all aspects relevant to their work and private lives. (Onboarding, general information on bitcci, workflows and processes, billing, taxes, health insurance, regulation. Working with bitcci tools (app, communication/chat, telephony, video communication, bitcci Wallet, payments, banking, etc.)



MODERN, REGULATED CLUB OPERATION

Regulation: We are striving for uniform official approval for establishments in individual countries. We will first sit down with the permitting agencies, migration offices and tax authorities of the EU countries for the purpose of developing a uniform licensing procedure. We then try to apply this solution on a global level in the individual countries.

The bitcci Nightclub Network will consist of new, modern high-tech buildings with design, equipment, workflow, control and security concepts optimised for the sex industry. The workflow will be supported by a central club management system as part of our IT platform „bitcci Systems“. This includes: registration of sex workers with authorities, POS system, personnel planning, management of the online portals, room planning, statistics, etc.

Market

ONLINE SEX BUSINESS / GENERAL FACTS

1/4

Around *a quarter* of all online searches revolve around the topic of sex.

**€12.6
Million**

Providers of online sex services make *€12.6 million per day*.

35%

35% of internet traffic is related to sexual content

43%

Worldwide, *43%* of all internet users look at sexual content.

Source: <https://www.netzsieger.de/ratgeber/internet-pornografie-statistiken>

PHYSICAL SEX MARKET / GENERAL FACTS

**\$200
Billion**

The global market for sexual services had about *\$200 billion* in revenue in 2020.

**40
Million**

There are more than *40 million* sexworkers worldwide.

1980

Since 1980, the number of men who purchased sexual services **has doubled worldwide**.

Online-Market / Details

100 Billion USD

FAN / CREATOR MARKET

LIVE- / ONLINE-VIDEO-MARKET

40 Billion USD

12 Billion USD

AFFILIATE MARKET

ADVERTISING MARKET

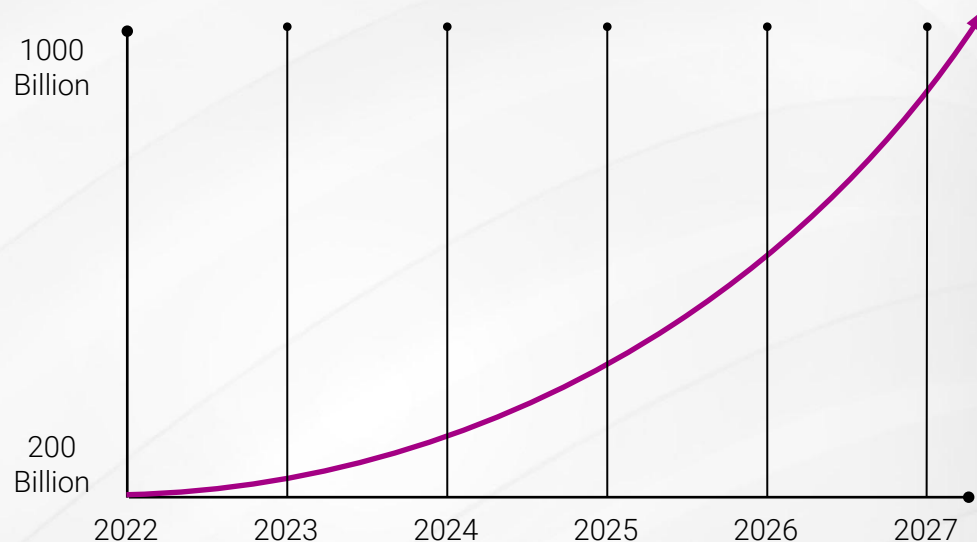
5 Billion USD

200 Billion USD

PHYSICAL SEX MARKET

The bitcci effect

The sex industry, or rather the offering of physical or digital sexual services against payment, has a worldwide turnover of over **200 billion USD**. However, we argue that the potential of the industry is **many times higher**. The *bitcci effect* describes a scenario in which **modernization** and **legalization** change occurs. This change becomes visible as the stigmatization and rejection of the sex industry increasingly gives way to **acceptance** and **tolerance** and it is perceived as part of a modern society. As soon as this happens, the sex industry **unfolds its true potential**. *bitcci* is the symbol for this change.



Business model

Strong USP: 100.000 Sex Workers get Company shares from the bitcci Group AG for free.

FOR SEX WORKERS



ALL-INCLUSIVE PACKAGE

feel-good package of services and training programmes marked by free self-determination that will ensure their stable and long-term loyalty to the bitcci ecosystem and a high work-life balance.



SECURITY

All bitcci club buildings will have state-of-the-art equipment and the highest level of security on a technical and personnel level.



PAYMENT SOLUTIONS

Almost all transactions used to be in cash. We see this as the basis for a high demand for new payment solutions: We will found the bitcci bank, which will own a fully regulated banking licence and offers debit cards, IBAN accounts and other professional financial solutions.



COMFORT & LIFESTYLE

Free choice of workplace, working hours, clients, services to offer, living area, mobility etc.



HEALTH MANAGEMENT

We are establishing new solutions to provide sex service providers with professional and safe access to health and accident insurance, drug counseling, telemedicine, etc.



SELF-MARKETING

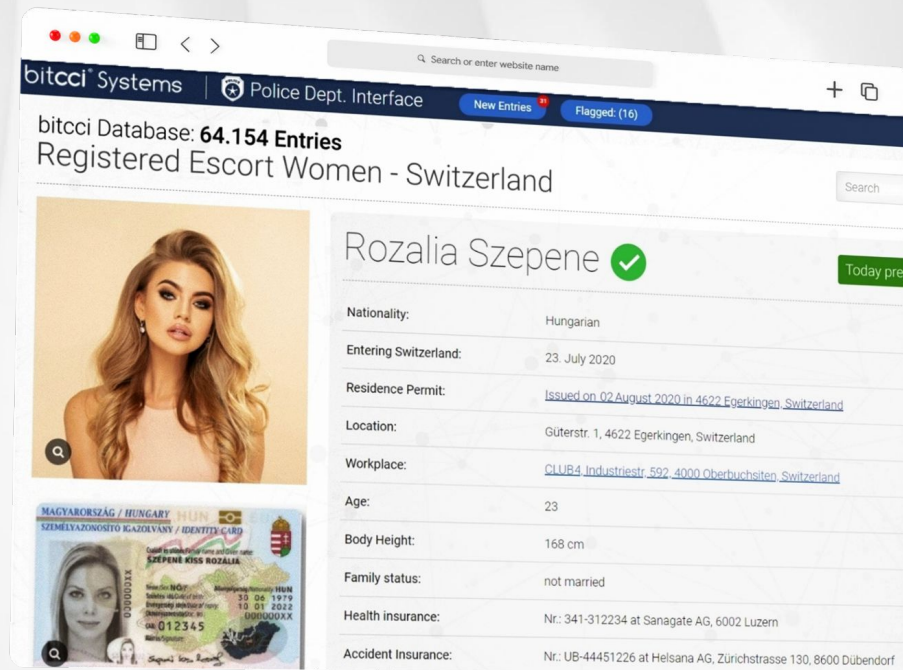
As personal profiles, photoshootings for offering their services at bitcci.com

Business model



TRANSPARENCY FOR AUTHORITIES

Our authority interface „*bitcci Connect*“ **grants authorities, like police** as well as **migration** and **tax agencies** direct access to the *bitcci* database and the personal data of the sex workers registered with *bitcci* clubs. This creates a new dimension of **transparency and security** within the *bitcci* ecosystem.



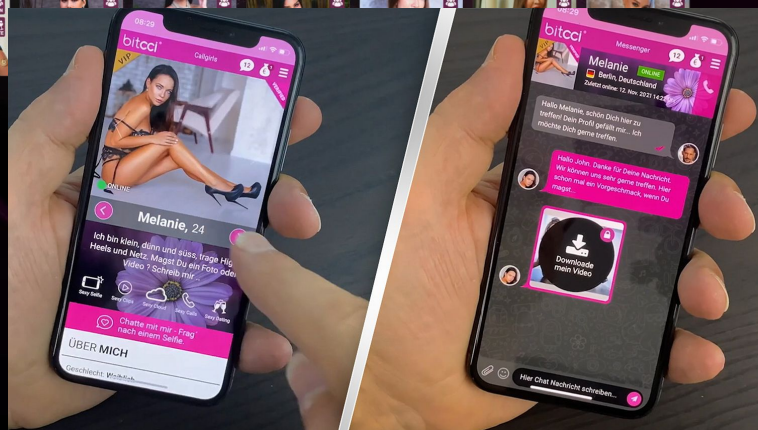
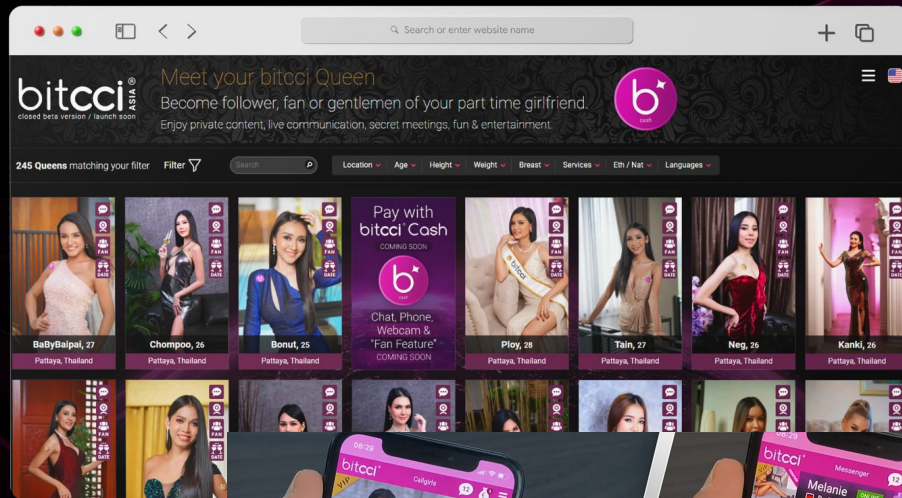
Business model

bitcci.com[®]

bitcci.com is the new **global, multi language, promotion-, live communication-, content sharing, and fan creator platform** for the **sex industry**. The bitcci online platform contains a network of web-portals and new possibilities for sex workers to monetize their communication and content.

bitcci.com is in closed beta already and will go live in open beta version in Q4/2022.

[click here to see the live preview of bitcci.com](#)



Business model

bitcci[®] Nightclub Network

The bitcci Nightclub Network will consist of new, modern high-tech buildings with design, equipment, workflow, control and security concepts optimised for the sex industry. The workflow will be supported by a central club management system as part of our IT platform „bitcci Systems“. This includes: registration of sex workers with authorities, POS system, personnel planning, management of the online portals, room planning, statistics, etc.



Revenue model 2023

BITCCI PLATFORM (ONLINE SERVICES)

LIVE CHAT

10

Mio. USD

CONTENT MARKET

5

Mio. USD

FAN PLATFORM

3

Mio. USD

FINANCIAL SERVICES

10

Mio. USD

Revenue model 2024

BITCCI PLATFORM (ONLINE SERVICES)

LIVE CHAT

20

Mio. USD

CONTENT MARKET

10

Mio. USD

FAN PLATFORM

30

Mio. USD

FINANCIAL SERVICES

20

Mio. USD

REVENUES FROM CLUB ENTRY FEES
FOR GUESTS AND SEX WORKERS

12 *Mio. USD*

Competition

The *bitcci ecosystem* includes **all aspects** of the international sex industry.

This gives *bitcci* the chance to use **synergy effects** within its own ecosystem. Co-providers are only active in sub-areas of the sex industry or only nationally (e.g. only club operation, only online portals, only live cams, etc.). The graphic below shows a comparison of *bitcci* with other market participants in the sex industry.

Please check the bitcci [Whitepaper](#) for a more detailed view.

bitcci®	bitcci	Other Nightclubs	Other Online-Marketplaces or platforms
Comparison table: bitcci and other providers in the sex market			
NIGHTCLUB OPERATIONS			
Ownership of the building plots	Yes	-	-
Ownership of the buildings	Yes	rarely	-
Own construction company: bitcci Construction AG	Yes	-	-
Fast new club construction from scratch. Opening within 6 weeks	Yes	-	-
3 standardized building / Club types	Yes	-	-
New, modern high-end club equipment	Yes	rarely	-
Own centralized IT club control & billing system	Yes	-	-
Crypto-Payment possibilities	Yes	-	-
100% Compliant with government regulations	Yes	partly	-
Database access / interface for authorities	Yes	-	-
Centrally controlled security systems	Yes	rarely	-
WORK-LIFE CONCEPT FOR SEX WORKERS			
Professional registration with authorities	Yes	partly	-
High quality living situation outside the club	Yes	-	-
Free choice of working place & working hours	Yes	rarely	-
Free choice of clients	Yes	partly	-
Free choice of sexual services	Yes	partly	-
Free pricing for sexual services	Yes	partly	-
Full mobility & leisure program	Yes	-	-
Professional access to health care system	Yes	-	-
Professional access to legal services	Yes	-	-
Professional access to financial services	Yes	-	-
Professional self-marketing on own platform	Yes	-	-
Backoffice for self-management of own profile	Yes	-	-
Training program 'bitcci Academy'	Yes	-	-
Professional retirement program	Yes	-	-
Additional earning opportunities through own platform	Yes	-	-
Possibility to participate as a shareholder of the parent company	Yes	-	-
BITCCI SYSTEMS - OWN IT SYSTEM HOUSE FOR CLUB OPERATION			
Completely self-developed IT system	Yes	-	partly
IT security standard on bank level	Yes	-	rarely
Own development of payment systems	Yes	-	-
bitcci id / Own forensic system for ID card verification	Yes	-	-
Global orientation, multilingual	Yes	-	yes
API / Open interface to portals & other clubs	Yes	-	partly
Use of the possibilities of artificial intelligence	Yes	-	rarely

bitcci®	bitcci	Other Nightclubs	Other Online-Marketplaces or platforms
Comparison table: bitcci and other providers in the sex market			
CONCEPT & PHILOSOPHY			
Global orientation & overall strategy	Yes	-	partly
Initiation of the image & culture change of the sex industry	Yes	-	-
Professional corporate structure	Yes	rarely	partly
Highest quality standards / ISO 9001 certification in preparation.	Yes	-	-
Membership in renowned associations	Yes	-	partly
Synergy effects with other parts of the company	Yes	-	-
Highest quality / own training program	Yes	rarely	partly
Close cooperation with authorities	Yes	rarely	rarely
Full transparency & openness	Yes	rarely	rarely
Humanitarian approach / principle of free self-determination	Yes	-	-
Philosophy of continuous optimization ("Kai Zen")	Yes	-	-
BITCCI "AGENCY" - OWN MARKETING AGENCY			
bitcci TV: Own television studio	Yes	-	-
Viral marketing concept through 3 level affiliate system	Yes	-	-
All marketing measures are realized in-house	Yes	-	partly
BITCCI BANK: PROPRIETARY FINTECH SERVICES			
bitcci cash: Own digital payment system	Yes	-	-
Own crypto ATMs in clubs	Yes	-	-
Debit card with IBAN in preparation	Yes	-	-
bitcci pension fund / retirement program for sex service providers	Yes	-	-
BITCCI.COM: OWN ONLINE MARKETPLACE			
All groups of sex workers in one portal	Yes	-	partly
Clean Structure / Portal completely without third-party advertising	Yes	-	-
20 language system	Yes	-	rarely
Integrated "Fan platform" for selling pictures & videos	Yes	-	partly
State of the art, bank level security	Yes	-	rarely
Fully integrated, live communication system	Yes	-	partly
Multilingual 24/7 customer service via live chat	Yes	-	rarely
TOKENIZATION OF THE PARENT COMPANY: BITCCI GROUP AG			
100% of the shares of bitcci Group AG are tokenized.	Yes	-	-

Next steps

Visit our corporate Website

www.bitcci.ag

bitcci[®] Group AG

MADE IN SWITZERLAND



Christoph Elbert

FOUNDER & CEO

Get in contact:

e-mail investment@bitcci.ag